

Affirmative Marketing Plan Requirements for Affordable Housing Incentive Programs

Do these requirements apply to your property?

Properties participating in the Multifamily Tax Exemption, Incentive Zoning, or Mandatory Housing Affordability programs, where affordable units are located on-site (“participating properties”), are required to implement an Affirmative Marketing Plan, as described in this document.

Why is this required?

Individuals of similar economic levels in the same housing market area should have available to them a like range of housing choices regardless of their race, color, religion, sex, national origin, familial status, disability, or other protected class status. The Affirmative Marketing Plan requirements detailed in this document are consistent with City, State, and federal fair housing laws.

What is an Affirmative Marketing Plan?

A successful Affirmative Marketing Plan will help individuals and households otherwise unlikely to apply for housing:

- Know about the vacancies;
- Feel welcome to apply; and
- Have the opportunity to rent units.

Requirements Due Prior to Issuance of First Building Permit

Prior to issuance of the first building permit (that includes the structural frame for the structure), participating properties shall submit to the Office of Housing a Letter of Intent to Implement Affirmative Marketing Plan. The Letter of Intent includes a description of proposed plans to advertise rental units to the general public, as well as a declaration of intent to implement the affirmative marketing and record-keeping requirements described in this document.

Requirements Due Two Weeks Prior to Initiating General Marketing

At least two weeks prior to initiating any advertising or marketing efforts that target the general public, participating properties shall conduct Special Outreach and Advertising as follows:

1. Provide notice of the vacancies to the Seattle Housing Authority (SHA). SHA will have the opportunity to share rental unit information with prospective tenants enrolled in SHA’s Housing Choice Voucher Program or other SHA programs and direct these prospective tenants to the participating property for application;
2. Advertise the vacancies on www.housingsearchnw.org or its successor website identified by the City; and
3. Contact three community based organizations to inform, and solicit applications from, households who otherwise might be unlikely to apply for housing at the property.
 - a. Identify three local organizations either from the list attached to this document, or among other organizations that may be appropriate.
 - b. Contact the three identified organizations and supply them with information about vacancies and the leasing process.

Requirements Due *Annually*

On an annual basis, participating properties shall conduct Special Outreach & Advertising to three community based organizations to inform and solicit applications from households who otherwise might be unlikely to apply for housing at the property. At a minimum, this special outreach shall include:

- Information on the number of affordable units at the property and the income- and rent-restrictions on those units;
- Leasing and tenant selection criteria; and
- How the property intends to advertise vacancies as they arise.

Record-Keeping and Resident Demographic Data Collection

Participating properties must document their Special Outreach & Advertising efforts and make them available to the Office of Housing upon request. Participating properties must:

- Record dates and retain documentation showing that notice of vacancies was provided to the Seattle Housing Authority at least two weeks in advance of General Marketing;
- Record dates and retain documentation showing that listings were placed at www.housingsearchnw.org at least two weeks in advance of General Marketing;
- Record dates and retain documentation showing that Special Outreach & Advertising was performed at least two weeks in advance of General Marketing; and
- Record dates and retain documentation showing that ongoing Special Outreach & Advertising was performed on an annual basis.

Additionally, the participating property shall offer each tenant the opportunity to disclose demographic information on the Resident Demographic Form for Affordable Housing Incentive Programs prior to the point of move-in. There shall be no penalty for tenants who do not wish to provide the requested information, however all adults (18 years or older) must sign and date at the bottom of the Resident Demographic Form as proof that the option to disclose was made available.

The participating property shall collect Resident Demographic Forms and submit the information in form acceptable to the Office of Housing on an annual basis in conjunction with the property's annual certification report.

Where can I learn more about fair housing laws?

Several government agencies provide helpful guidance to participating properties on compliance with fair housing laws, including:

- Seattle Office of Civil Rights - seattle.gov/civilrights/civil-rights/fair-housing
- King County Office of Civil Rights - kingcounty.gov/exec/CivilRights/FH.aspx

Who can I contact if I have questions?

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List of Community Based Organizations for Affirmative Marketing Plan

Native American

- ☐ Duwamish Longhouse & Cultural Center
4705 W Marginal Way SW
Seattle, WA 98106
(206) 431-1582
<http://duwamishtribe.org/>
- ☐ Seattle Indian Center
611 Twelfth Avenue South, Suite 300
Seattle, Washington 98144
(206) 329-8700
<http://seattleindian.org/>
- ☐ Chief Seattle Club
410 2nd Ave Ext.
Seattle, WA 98104
(206) 292-6214
<http://www.chiefseattleclub.org/>
- ☐ United Indians of All Tribes
Discovery Park P.O. Box 99100
Seattle, WA 98139
(206) 285-4425
<http://www.unitedindians.org/>
- ☐ Seattle Indian Services Commission
606 12th Ave S
Seattle, WA 98144
(206) 329-6594
- ☐ Seattle Indian Health Board
611 12th Ave S, #200
Seattle, WA 98144
(206) 324-9360
<http://www.sihb.org/>
- ☐ InterIm Community Development Association
310 Maynard Ave South
Seattle, WA 98104
(206) 624-1802
<http://interimicda.org/>
- ☐ Vietnamese Friendship Association
3829B S. Edmunds St, Box 9
Seattle, WA 98118
(206) 760-1573
<https://www.vfaseattle.org/>
- ☐ Pacific Asian Empowerment Program
270 S Handford St, #204
Seattle, WA 98134
(206) 324-0236
<http://www.paep-seattle.org/>
- ☐ Lao Community Service Office
7101 MLK Jr. Way S, Suite 214
Seattle, WA 98118
(206) 501-4115
- ☐ Filipino Community Center
5740 Martin Luther King Jr. Way S
Seattle, WA 98118
(206) 722-9372
<https://filipinocommseattle.wordpress.com/>
- ☐ Vietnamese Friendship Association
3829B S. Edmunds St, Box 9
Seattle, WA 98118
(206) 760-1573
<https://www.vfaseattle.org/>
- ☐ National Asian Pacific Center on Aging
1511 3rd Avenue, #914
Seattle, WA 98101
(206) 624-1221
<http://napca.org/>

Asian

- ☐ Asian Counseling and Referral Center
3639 Martin Luther King Jr. Way S
Seattle, WA 98144
(206) 695-7600
<http://www.acrs.org/>

- ☐ Chinese Information & Service Center
611 S Lane Street
Seattle, WA 98104
(206) 624-5634
<http://www.cisc-seattle.org/>
- ☐ International District Housing Alliance
2917 S Snoqualmie St, #103
Seattle, WA 98108
(206) 206-331-2465
<http://www.seattlehousing.org/communitiesites/rainiervistacommunity/DirectoriesofServices/IDHA.htm>
- ☐ Chinese Information & Service Center
611 S Lane Street
Seattle, WA 98104
(206) 624-5634
<http://www.cisc-seattle.org/>
- ☐ Cham Muslim Refugee Center
5945 39th Ave S
Seattle, WA 98118
(206) 723-7677
- ☐ Seattle Chinatown-International District
Public Development Authority
409 Maynard Ave. S
Seattle, WA 98104
(206) 624-8929
<http://www.scidpda.org>

Disabled

- ☐ Lifelong Aids Alliance
1016 E. Pike Street, 3rd Floor
Seattle, WA 98122
(206) 957-1717
<http://www.lifelongaidsalliance.org/>
- ☐ Lighthouse for the Blind
2501 S Plum St
Seattle, WA 98144
(206) 322-4200
<http://seattlelighthouse.org/>
- ☐ Paralyzed Veterans of America

616 SW 152nd Street, Suite B
Burien, WA 98166
(206) 241-1843
<http://www.nwpva.org/>

- ☐ Community Psychiatric Clinic
11000 Lake City Way NE
Seattle, WA 98125-6748
<http://www.cpcwa.org/>
- ☐ Deaf-Blind Service Center
1620 18th Ave, #200
Seattle, WA 98122
(206) 455-7932
<http://seattledbbsc.org/>
- ☐ API Chaya
P.O. Box 1047
Seattle, WA 98114
(206) 467-9976
<http://www.apichaya.org/>
- ☐ Easter Seals Society
200 West Mercer Street, #120E
Seattle, WA 98119-3954
(206) 281-5700
<http://easterseals.com/washington/>
- ☐ Lifelong Aids Alliance
1016 E. Pike Street, 3rd Floor
Seattle, WA 98122
(206) 957-1717
<http://www.lifelongaidsalliance.org/>
- ☐ Aging & Disability Services
Seattle Human Services Dept.
P.O. Box 34215
Seattle, WA 98124-4215
(206) 206-684-0660
<http://www.agingkingcounty.org/>
- ☐ Alliance of People with Disabilities,
formerly the WA Coalition for Citizens
with Disabilities
1120 E. Terrace St., #100
Seattle, WA 98122
(206) 545-7055
<http://disabilitypride.org/wordpress/>

Immigrants & Refugees

- ☐ Horn of Africa
4714 Rainier Ave S
Seattle, WA 98118
(206) 760-0550
www.hoas.org
- ☐ Somali Community Services of Seattle
8810 Renton Ave S
Seattle, WA 98118
(206) 760-1181
<http://www.somcss.net/>
- ☐ Refugee Resettlement Office
1610 S King Street
Seattle, WA 98144
(206) 323-3152
<http://www.dioceseroseattle.org/>
- ☐ Refugee & Immigrant Family Center
9001 9th Ave SW
Seattle, WA 98106
(206) 767-6896
- ☐ Refugee Women's Alliance (ReWA)
4008 Martin Luther King Jr. Way S
Seattle, WA 98108
(206) 721-0243
<http://www.rewa.org/>
- ☐ Refugee Federation Service Center
7101 Martin Luther King Jr. Way S
Seattle, WA 98108
(206) 725-9181
<http://rfsc.org/wordpress/>

African Americans

- ☐ Urban League of Metropolitan Seattle
105 14th Avenue
Seattle, WA 98122
(206) 461-3792
www.urbanleague.org
- ☐ Central Area Development Association
320 17th Ave S
Seattle, WA 98144
(206) 461-4880

<http://consejonew.consejocounseling.org/>

- ☐ Africatown Center for Education and Innovation
3100 S Alaska St.
Seattle, WA 98118
<http://www.Africatowncenter.org>
- ☐ Central Area Senior Center
500 30th Ave S
Seattle, WA 98122
(206) 726-4926
<http://centralareasrcenter.org/>
- ☐ Centerstone
722 18th Ave
Seattle, WA 98122
(206) 812-4940
<http://center-stone.org/>

Hispanic

- ☐ Sea Mar Community Health Centers
1040 S. Henderson Street
Seattle, WA 98108
206-863-5277
www.seamar.org
- ☐ El Centro de la Raza
2524 16th Avenue South
Seattle, WA 98144
(206) 957-4634
<http://www.elcentrodelaraza.com/index.htm>
- ☐ Consejo Counseling & Referral
3808 S Angeline
Seattle, WA 98118
(206) 461-4880
<http://consejonew.consejocounseling.org/>
- ☐ Casa Latina
317 17th Ave S
Seattle, WA 98144
(206) 956-0779
<http://casa-latina.org/>

- ☐ Eastside Latino Leadership Forum
P.O. Box 52926
Bellevue, WA 98015
<http://www.eastsidelatino.org/>

- ☐ Entre Hermanos
1105 23rd Ave
Seattle, WA 98122
(206) 322-7700
<http://entrehermanos.org/>

LGBTQ Community

- ☐ Seattle LGBT Commission
810 3rd Street, #750
Seattle, WA 98104-1627
(206) 684-4500
<http://www.seattle.gov/lgbt>

- ☐ Seattle Area Support Groups
115 15th Ave. E, Suite 201
Seattle, WA 98112
(206) 322-2437
www.sasgcc.org

- ☐ Gay City
517 E Pike St
Seattle, WA 98122
(206) 860-6969
<https://www.gaycity.org/>

- ☐ LGBTQ Allyship
1105 23rd Avenue
Seattle, WA 98122
(206) 428-1986
www.allyship.org

Seniors

- ☐ Sound Generations
2208 2nd Ave
Seattle, WA 98121
(206) 448-5757
<http://seniorservices.org/Home.aspx>

- ☐ AARP
9750 3rd Ave NE, #450
Seattle, WA 98115
(866) 227-7457

<http://states.aarp.org/region/washington/>

- ☐ Central Area Senior Center
500 30th Ave S
Seattle, WA 98122
(206) 726-4926
<http://centralareasrcenter.org/>

- ☐ Pike Place Market Senior Center
85 Pike Street, #200
Seattle, WA 98101
(206) 728-2773
<http://pikemarketseniorcenter.org/>

Families

- ☐ Casey Family Programs
2001 8th Ave, #2700
Seattle, WA 98121
(206) 282-7300
<http://www.casey.org/>

- ☐ Wellspring Family Services
1900 Rainier Ave S
Seattle, WA 98144
(206) 826-3050
<http://wellspringfs.org/>

- ☐ Jewish Family Center
1601 16th Ave
Seattle, WA 98122-4000
(206) 461-240
<http://www.jfsseattle.org/>

- ☐ Catholic Community Services
100 23rd Ave S
Seattle, WA 98144
(206) 328- 5696
http://www.ccsww.org/site/PageServer?pagename=about_chs

Organized Labor

- ☐ SEIU 775
215 Columbia Street
Seattle, WA 98104
(866) 371-3200
<http://www.seiu775.org>

- ☐ SEIU 1199NW
15 S Grady Way, Suite 200
Renton, WA 98057
(425) 917-1199
<http://www.seiu1199nw.org>
- ☐ SEIU, Local 925
1914 N 34th St., Suite 100
Seattle, WA 98103
(206) 322-3010
<http://www.seiu925.org>
- ☐ UNITE HERE, Local 8
2800 First Ave., Room 3
Seattle, WA 98121
(206) 728-2326
<http://www.unitehere8.org>
- ☐ UFCW, Local 21
5030 1st Ave. S, #200
Seattle, WA 98134
(206) 434-0210
<http://www.ufcw21.org>
- ☐ Teamsters, Local 117
14675 Interurban Ave., Ste. 307
Tacoma, WA 98168
(206) 441-4860
<http://www.teamsters117.org>
- Other**
- ☐ Job Corps
1511 3rd Ave, #321
Seattle, WA 98101
(206) 622-6593
- ☐ New Beginnings
P.O. Box 75125
Seattle, WA 98175-0125
(206) 783-4520
<http://www.newbegin.org/>
- ☐ Mary's Place
P.O. Box 1711
Seattle, WA 98111
(206) 621-8474
<http://www.marysplaceseattle.org/>
- ☐ Millionaire Club
2515 Western Ave
Seattle, WA 98121
(206) 728-5627
<https://www.millionairclub.org/>
- ☐ VA Puget Sound Health Care System
1660 South Columbian Way
Seattle, WA 98108
(206) 762-1010
<http://www.pugetsound.va.gov/>
- ☐ Real Change News
219 1st Ave S, #220
Seattle, WA 98104
(206) 441-3247
<http://main.realchangenews.org/>
- ☐ YWCA – Opportunity Place
2024 3rd Ave
Seattle, WA 98121
(206) 436-8660
<http://www.ywcaworks.org/page.aspx?pid=438>
- ☐ Downtown YMCA
909 4th Ave
Seattle, WA 98104
(206) 382-5010
<http://www.seattleyymca.org/Locations/Downtown/Pages/home.aspx>
- ☐ Building Changes
1200 12th Ave S, #1200
Seattle, WA 98144
(206) 805-600
<http://www.buildingchanges.org/>
- ☐ Fare Start
700 Virginia Street
Seattle, WA 98101
(206) 267-6219
<http://www.farestart.org/>